SYSTEMS AND METHODS FOR PROVIDING
METADATA-LINKED ADVERTISEMENTS

Abstract of the Disclosure

Systems and methods for providing metadata-
5   selected advertisements are provided. These systems
and methods may receive metadata and other media,
select an object, read metadata attached to or
associated with the selected object, select an
advertisement based on the metadata, and display the
10 selected advertisement. In addition, monitoring,
collecting, and recording of predefined data concerning
metadata selected advertisements may be provided. The
invention also provides a receiver for receiving
signals and/or data (e.g., programs, advertisements,
15 program guides, metadata, etc.) and a processor for
accepting a user's input signal, selecting an object,
reading metadata attached to or associated with a
selected object, selecting an advertisement, and
displaying the selected advertisement.